

Message Text

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E.O. 11652: N/A

SUBJECT: 14 SAO PAULO BIENAL

THE 14TH SAO PAULO INTERNATIONAL BIENAL OF ART OPENED OCTOBER 1ST IN BRAZIL'S LARGEST CITY TO A SUBDUED BUT DISTINGUISHED AUDIENCE OF OFFICIALS ARTISTS, ART COMMISSIONERS, DIPLOMATICS AND ART LOVERS FROM ALL OVER THIS LARGE COMMUNITY. BIENAL THIS YEAR SOMEHOW DID NOT HOLD EXCITEMENT OF PAST YEARS, PERHAPS DUE TO FACT THAT IT WAS FIRST BIENAL TO BE HELD WITHOUT PRESENCE AND EXTRAORDINARY INFLUENCE OF ITS FOUNDER CICILLO MATARAZZO.

HUGE GROWDS ON SUNDAY, FIRST DAY OF PUBLIC SHOWING OF BIENAL ATTESTED TO FACT THAT THIS EXHIBIT STILL IS A BIG DRAW IN TBRAZIL. U. S.-SPONSORED RETROSPECTIVE SHOW OF WORKS OF ALFRED JENSEN ATTRACTED CONSIDERABLE ATTENTION, FAVORABLE COMMENT, AND GROWING UNDERSTANDING. JENSEN EXHIBIT IS BEAUTIFULLY HUNG; PAVILLION, DESIGNED UNDER SUPERVISION OF ALBRIGHT KNOX CURATOR LINDA CATHCART, HAS RECEIVED VERY FAVORABLE COMMENT FROM BIENAL

UNCLASSIFIED

PAGE 02 SAO PA 02571 042037Z

OFFICIALS, LOCAL ARTISTS, AND THE PUBLIC. THE JENSEN EXHIBIT IS DISPLAYED SUPERBLY. THE ARTIST HIMSELF COMMENT TO BPAO THAT HE HAS NEVER SEEN HIS WORK MORE INSPIRINGLY DISPLAYED.

PRESENCE OF DISTINGUISHED VISITORS FROM U. S. HAS ADDED SIGNIFICANTLY TO SUCCESS OF BIENAL OPENING HERE. U. S. COMMISSIONER THOMAS MESSER HAS BEEN INSPIRING AND THOROUGHLY

PROFESSIONAL REPRESENTATIVE OF U. S. ARTISTIC COMMUNITY.
NILES BOND, DIRECTOR OF IEC, COOPERATING THOROUGHLY WITH
POST IN RESOLUTION REMAINING FUNDING PROBLEMS, AND THESE SEEM
TO BE WELL ON THE TRACK. PETER SOLMSEN'S PRESENCE ALSO HAS BEEN
USEFUL TO POST IN DISCUSSING LONG RANGE POSSIBILITIES OF FUTURE
BIENAL FUNDING AND ARRANGEMENTS.

PRESS COVERAGE TO DATE HAS CONCENTRATED HEAVILY ON THE
BIENAL'S INVITED AND HONOURED GUEST RUFINO TAMAYO AND ON EXHIBITION
OF THEATER AND ACTIVE ARTS FROM THE STATE OF BAHIA. POST
PREPARING ADDITIONAL MATERIALS ON BOTH MESSER AND JENSEN WHICH
WE FEEL WILL BE HEAVILY USED BY LOCAL AND ARTISTIC PUBLIC, LOCAL
NEW AND ART PUBLICATIONS THROUGHOUT BRAZIL IN COMING WEEKS.

IN SUM, DESPITE INITIAL AND CONTINUING FUNDING
DIFFICULTIES, U. S. SPONSORED EXHIBIT OF ALFRED JENSEN WAS
THE SINGLE MOST IMPRESSIVE PAVILION AT THE OPENING OF THE
BIENAL, AND POST FEELS SURE IT WILL CONTINUE TO ATTRACT
VERY FAVORABLE ATTENTION TO U. S. ACHIEVEMENTS IN ARTS. THE
SELECTION OF JENSEN, THE QUALITY OF HIS WORK WHEN COLLECTED
AND HUNG IN THIS LARGE SHOWING, COULD NOT HAVE BEEN BETTER
AT THIS BIENAL. BOTH POST AND AUTHORITIES VERY HAPPY WITH
EXCELLENT U. S. PARTICIPATION IN THIS BIENAL.
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